

SUDHEER RAJ

Gurupriya, SNRA No.7, Suvarnanagar, Eroor P.O. Ernakulam district, Kerala-682306

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Sir,

Please note, I am an Automobile Engineering graduate (MIT, Chennai) with PG Dip.in marketing management (SIMS, Pune-distance education mode) and M.Sc. in Business Analytics (WILP) from BITS, Pilani.

I have experience in Automobile Service Industry in different companies at different locations. Associated with Hindustan Motors, M&M, Piaggio, Royal Enfield and TVS group of companies in the past (2w/3w/passenger car/HCV).

In M&M handled **new product launches**, **CSI** improvement project, business improvement project, network/infrastructure development in addition to regular product service support activities. In Piaggio handled Commercial Vehicles Service & Spares operations as well as Channel & Business Development. And Royal Enfield gave me the exposure at **Pan India** level in new product establishment, service operations & network development.

Organized successful launches of new products while working with M&M, Piaggio & Royal Enfield. M/s. TVS Iyengar & Sons Ltd (Ashok Leyland SBU) assignment gave me exposure in large scale dealership service operations with P&L responsibility.

I am fortunate to have been working with visionary leaders during my corporate journey, learning lessons in strategy and leadership which further enriched my career.

Looking forward to hear from you as I am interested in a senior level assignment with your esteemed organization.

Warm regards,

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Professional Profile

Work Experience

Large team management. Budgeting / Business plan preparation and driving for better profits. Process Implementation to achieve high customer satisfaction. Customer retention strategy & driving various initiatives. Workshop management, productivity improvement, network development. Identifying and developing various role holders/leaders.

Experience

Group Head -Service

Company- Pagariya Auto, Aurangabad

Product – HCV (Ashok Leyland)

Employed from Nov'21 to Mar'22

- Joined as Group Head Service.
- Ashok Leyland (HCV) Service & Spares

Regional Head-Service (Kerala, Karnataka)

Company- Piaggio Vehicles Pvt. Ltd.

Product – SCV (3w & 4w SCV)

Employed From July2013 – Dec2019

Location- Cochin, Bangalore.

- New Dealer/ASC commissioning- Infra, Manpower, Service promotional Activities to establish the dealer.
- New product launch & establishment
- Product Service Support (technical) & to drive Customer connect activities
- Technical training
- Spares business plan & Target achievement- thru high Post warranty reporting, Activities, improved Spares Consumption etc.
- Customer satisfaction-drive for higher NPS rating.
- Customer Retention & Post warranty reporting, Technician productivity, Spares consumption. Leaders development at dealer w/shops working thru these targets.

- PGO (private garage) connect Activities- Development of garages for product promotion/support/spares retail.

DGM-Service

Company- TVS Iyengar & Sons Ltd., Cochin

Product – HCV (Ashok Leyland SBU)

Employed from Mar'11 to Jun'13

Location- Cochin (Territory – Kerala, Madhya Pradesh, Uttar Pradesh)

- Responsible for Service turnover and profitability – Focus in Labour margin, Spares margin, other income etc.
- Responsible for Customer engagement (proactive initiatives / Fleet visits)
- Recover Customer and warranty receivables
- Service infrastructure development
- Effective resources utilization (manpower, machines)
- Productivity Improvement Project
- Service budget & annual business plan preparation & execution
- Cost Control

Head-Service (all India)

Company- Royal Enfield

Product – 2w

Employed From Feb'08 to Feb'11

Location- Chennai

- Customer satisfaction & Product service support
- Establishment of new UCE engine in field (pan India)
- New brand-store commissioning (Bangalore, Chennai)
- Brand-store service centre operations & ensuring profitability
- Training centre installation & ensuring trained manpower availability at all service centres.
- New dealer installation / nurturing
- Warranty management- Responsible for reduction in warranty cost and timely settlement of dealer claims.
- Close liaison with QA, R&D & Finance dept. – Product Development, Warranty cost control
- Monthly interaction with QA/Plant on product failures/warranty cost etc and initiating corrective actions.

Regional Head-Service

Company- Piaggio Vehicles Pvt. Ltd

Product – 3W & 4w SCV

Employed From Aug'06 to Feb'08

Location- Hyderabad

- Product service support & ensure customer satisfaction.
- Dealer spares business plan & achievement of targets as per plan.
- Dealer infrastructure development
- Network expansion, Dealer infrastructure development
- Dealer Business plan preparation & execution

Manager-Service**Company- Mahindra & Mahindra Ltd (automotive division)****Product – UV/SUV/LCV****Employed From March'89 to Aug'06****Location- Mumbai, Guwahati, Kolkata, Hyderabad, Cochin**

- CSI improvement (process implementation).JD Power CSI improvement process implementation at dealerships.
- Product service support- Technical
- Business plan preparation and execution (vehicle reporting/spares business/trained manpoweretc.)
- New product launch management
- Service quality standards implementation at dealerships.
- Network expansion & Dealer infra development

Graduate Engineer Trainee**Company- Hindustan Motors Ltd.****Product – Car****Employed From March'1988****Location- Kolkata**

- Ambassador production & QA department as a trainee

Education

Qualification	Name of University/Board	Name & Address of School/College	Year of		Principal Subjects	Division
			Entry	Passing		
M Sc	BITS- PILANI	BITS-PILANI		2020	BUNINESS ANALYTICS	
MDBA (Dist.Edu)	SIMS, Pune	SIMS, Pune		2003	Marketing	Second Divn.
B. Tech	Anna University	M.I.T., Chennai	1985	1988	Automobile Engineering	First Class
B. Sc-Maths	Kerala University	T.K.M.M. College	1981	1984	Mathematics	First Class
Pre-Degree	Kerala University	T.K.M.M. College	1979	1981	Maths.Phy.Che	First Class
S.S.L.C	Board of Public Exams, Kerala	Board of Public Exams., Kerala	1979	1979	General	First Class

Languages

- English, Hindi, Malayalam (mother tongue), Tamil

Personal

- Married. Spouse Homoeo Doctor.
- DOB- 29.05.1964

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